

RJ REYNOLDS

TOBACCO COMPANY

May 15, 1997

RJR Account #026040

Mr. F. Attea

M. ATTEA & BROS.

COPY
S. R. MacEGB
Region Operations Mgr

150 Lawrence Bell Drive
Suite #108

Williamsville, NY 14221

(716) 634-8232

Fax (716) 634-3145

JULY DORAL B2GF FLASHLIGHT / PROMOTION #700727

Dear Frank:

Regular *DORAL* product has been ordered (see quantities listed below), as well as 11 SKUs of Doral Flashlights (Item #527813) to pack and ship the above promotion to your participating retail accounts. All additional pertinent promotional information is listed below:

| <u>UPC #</u> | <u>DORAL STYLE</u> | <u>#/ (6M)</u> |
|--------------|--------------------|----------------|
| 12300-84006 | FF Box | Cases |
| 12300-22084 | LT Box 100 | 1 |
| | | 1 |

Product / Premium Arrival:

June 23, 1997

Ship Date to Retail:

Week of: June 30, 1997

Lighters: (Item #527813)

SKU CUBE: 2.5280

SKU WT. (w/o Product): 10.6200 lbs

Retail Sales Offer per Sku: 20 units

Billing per Sku: 4 Savings Cartons

EFT \$ Amount: \$554.62

Non-EFT \$ Amount: \$N/A

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B2GPF

M. ATTEA & BROS.

Promotion Description: Utilize self-contained shipper. Shipper contains 20 B2GF Doral Flashlights / Sleeves. Two packs of the same brand should be loaded into each sleeve; four cartons per Display. Consumer purchases two (2) packs of Doral and receives a free Doral Flashlight.

SHIP NUMBER OF DISPLAYS AS INDICATED ON THE ATTACHED RETAIL CUSTOMER LIST.

SEE ENCLOSED 'WHOLESALER PACKING INSTRUCTIONS'

Attached is a list of accounts authorized to receive packed displays. RJR will reimburse you \$28.00 per live 12M case for all displays packed and shipped to retail on a timely basis. This equates to \$21.00 (.75 (12M) case(s) @ \$28.00). Payment will be made as soon as possible once verification is received that all displays have been shipped to retail.

As always, thanks for your assistance in the marketing of our products.

Sincerely,

Judy

J. Campbell
Promotional Coordinator / 1610

/jc

cc: C. Alessandra
Enc. Wholesaler Packing Instructions
Retail Customer List

Note to RJR Manager:

Upon verification of shipment to retail, notify Judy (#1610) for payment distribution to account.

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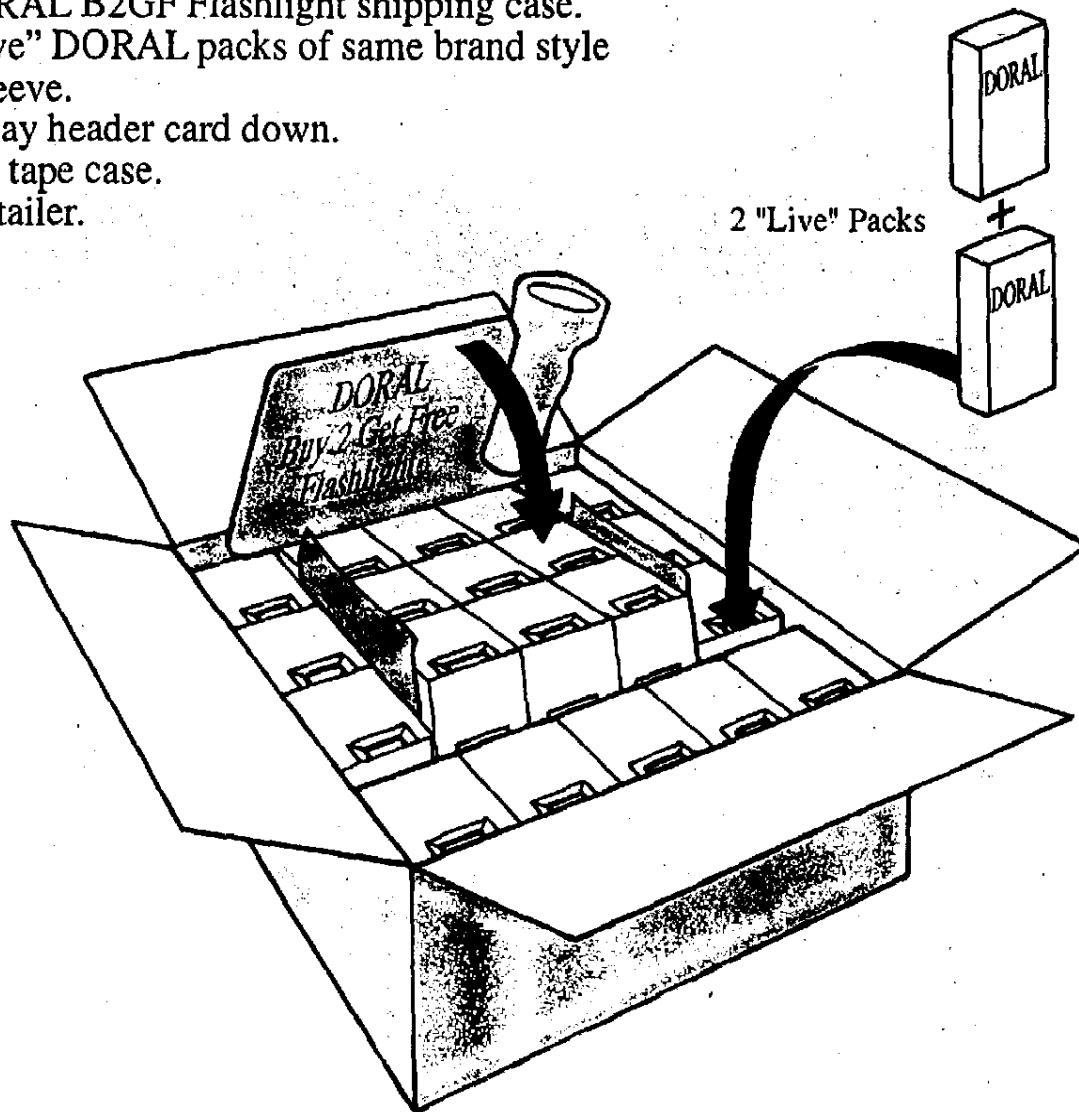
WHOLESALER PACKING INSTRUCTIONS

VALUE ADDED PROMOTIONS - 3RD QTR.'97

July DORAL B2GF Flashlight

STEPS

1. Open DORAL B2GF Flashlight shipping case.
2. Add 2 "live" DORAL packs of same brand style to each sleeve.
3. Fold display header card down.
4. Close and tape case.
5. Ship to retailer.



Item: # 527813

Description: DORAL B2GF Flashlight Display/POS Kit

| | | | | | | |
|-------------------|-----------|---------------|---------------|--|--|--|
| Brand Style | FF Box | FF Box 100 | LT Box 100 | | | |
| Number of Cartons | | | | | | |

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BPEN55B2

WORKPLAN VAP TEMPLATE LISTING

PAGE:
DATE: 97-0
TIME: 03:46

WHOLESALER : 026040 MILHEM ATTEA & BROS., INC. <DIRECT>
TEMPLATE : 700727 70706 DOR FLASHLIGHT
TEMPLATE SEQ : 0010
SALES LEVEL : 16XXXX

| TERR | RETAIL | ACCT | NAME | ADDRESS | CITY | ST | ZIP | QTY | TAX | CHAIN-ID | SUPPLIER | ACCT PHONE |
|--------|--------|--------|---------------------|-------------------|---------------|----|-------|-------|-----|----------|--------------|---------------|
| 162601 | 162625 | 076920 | DELAWARE VARIETY | 569 DELANARE AVE | BUFFALO | NY | 14202 | 2 | | | | (716)882-524 |
| 162601 | 162626 | 398853 | MARIO'S | 2304 PINE AVE | NIAGARA FALLS | NY | 14301 | 1 | | | | (716)282-435 |
| 162601 | 162625 | 647757 | G&G PETROLEUM | 1543 NIAGARA ST. | BUFFALO | NY | 14213 | 1 | | | | (716)882-633 |
| 162603 | 162623 | 6150 | MERRY MART | SENECA ST | SPRING BROOK | NY | 14140 | 1 | | 026040 | (716)652-586 | |
| 122303 | 122321 | 443694 | POOSPATUCK SMOKE SH | 207 POOSPATUCK LN | MASTIC | NY | 11950 | 1 | | | | (516)399-582 |
| 162603 | 162625 | 396910 | SUPERIOR FOOD KING | 1084 CLINTON ST | BUFFALO | NY | 14206 | 1 NYS | | | | (716)853-9280 |
| 162603 | 162625 | 397178 | HARRY'S DELI | 275 ABBOTT RD | BUFFALO | NY | 14220 | 4 NYS | | | | (716)823-3036 |

PAGE BREAK TOTAL ACCOUNTS 7 TOTAL QUANTITY 11

TEMPLATE TOTAL ACCOUNTS 7 TOTAL QUANTITY 11

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GHCP18RN1610XX TEMPORARY PAYMENT DETAIL REPORT

07/10/97

ACCOUNT NUMBER: 026040 M ATTEA & SONS INC
VOUCHER NUMBER: 15360218 1509 CLINTON ST
DATE WRITTEN: 07/10/97 BUFFALO , NY 14206
STATUS: PAID
AMOUNT PAID: 21.00 SEND CHECK TO: ROU

| DESCRIPTION | UNITS | AMOUNT |
|------------------|-------|--------|
| '97 VAP PK & SHP | 0.75 | 21.00 |

EXPLANATION: JULY: DORAL B2GF FLASHLIGHT/#700727/C. ALESSANDRA

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